

Sub  
C2

1 12. (Amended) A system for unobtrusively detecting an object of a subject's interest in media  
2 content, comprising:  
3 means for detecting, in real time, an object of said subject's attention;  
4 means for measuring the subject's relative arousal level; and  
5 means for combining information regarding said subject's arousal level and attention to  
6 infer the object of interest.

Sub  
C3

1 23. (Amended) A method of unobtrusively detecting a subject's level of interest in  
2 media content, comprising:  
3 detecting, in real time, a subject of said subject's attention;  
4 measuring a subject's relative arousal level; and  
5 combining information regarding said subject's arousal level and attention to infer a  
6 level of interest.

Sub  
C4

1 34. (Amended) A method of unobtrusively detecting the object of a subject's interest  
2 in media content, comprising:  
3 detecting the object, in real time, of said subject's attention;  
4 measuring the subject's relative arousal level; and  
5 combining information regarding the subject's arousal level and attention to infer the  
6 object of interest.

Sub  
C5

1 45. (Amended) A method for detecting a person's level of interest in media content,  
2 comprising:  
3 assessing, in real time, whether a person is attending to the media content, to produce first  
4 data;  
5 assessing a person's relative arousal level with regard to the media content, to produce  
6 second data;

35 7 Cs combining said first and second data to infer a level of interest the person has in said  
8 media content; and  
9 communicating said level of interest as feedback about the media content to a  
10 manager of said media content.

Sub 36 1 C6 53. (Amended) A signal-bearing medium tangibly embodying a program of machine-readable  
2 instructions executable by a digital processing apparatus to perform a method for  
3 computer-implemented unobtrusive detection of a subject's level of interest in media content,  
4 said method comprising:

5 detecting, in real time, an object of said subject's attention;  
6 measuring a subject's relative arousal level; and  
7 combining information regarding said subject's arousal level and attention to infer a  
8 level of interest.

36 1 54. (Amended) A signal-bearing medium tangibly embodying a program of machine-readable  
2 instructions executable by a digital processing apparatus to perform a method for  
3 computer-implemented unobtrusive detection of a subject's level of interest in media content,  
4 said method comprising:

5 assessing, in real time, whether a subject is attending to the media content, to produce  
6 first data;

7 assessing a subject's relative arousal level with regard to the media content, to produce  
8 second data;

9 combining said first and second data to infer a level of interest the subject has in said  
10 media content; and

11 communicating said level of interest as feedback about the media content to a  
12 manager of said media content.

37 1 55. (Amended) A system for unobtrusively measuring a subject's interest in media content,

2 C<sub>6</sub> comprising:

- 3 a detector for detecting, in real time, an object of a subject's attention;  
4 a measuring device which measures a subject's arousal level; and  
5 an inference engine which infers subject's interest level based on a said arousal level.
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